

Amendment to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claim 1 (currently amended): A method for demonstrating effectiveness of a cosmetic product on a consumer's body parts when applied over a period of time, the method comprising:

- (i) selecting a cosmetic product for trial on the consumer's body and identifying a body feature being observed over the time;
- (ii) capturing an initial image of the body part;
- (iii) displaying the initial image on a monitor;
- ~~(iv)~~ providing an assessment of the initial image based upon results of an expert grader study which has calculated consumer perceivable skin attributes conducted on panelists with no treatment/product use;
- ~~(iv)~~(v) digitally transforming the selected body feature of the consumer on the displayed image in conformance based upon results with a predicted effect of the cosmetic product from the expert grader study and displaying the digitally transformed image tiled beside the initial image;
- ~~(v)~~(vi) allowing requiring the consumer to compare results of the transformed versus the displayed initial or a further transformed image; and.
- ~~(vi)~~(vii) optionally repeating steps (iv) and (v) and (vi) till the consumer has chosen an optimal transformation.

Claim 2 (original): The method according to claim 1 wherein the body feature being transformed is that of lines and wrinkles.

Claim 3 (original): The method according to claim 1 wherein the body feature transformed is that of glow and color.

Claim 4 (original): The method according to claim 1 wherein the body feature is that of skin pores.

Claim 5 (currently amended): A method for identifying cosmetic needs of a consumer that are personal to the consumer, the method comprising:

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- (i) gathering information from the consumer concerning the consumer's cosmetic needs in treating a body feature;
 - (ii) capturing an initial image of the consumer's body feature;
 - (iii) displaying the initial image on a monitor;
 - (iv) providing an assessment of the initial image based on results of an expert grader study which has calculated consumer perceivable skin attributes conducted on panelists with no treatment/product use;
 - ~~(iv)~~(v) digitally transforming in a manner reflecting the effect of a recommended cosmetic over a period of time, based upon the assessment, of a property of the body feature of the consumer selected from color, sags, wrinkles, texture, radiance and combinations thereof, and displaying the transformed image tiled beside the initial image;
 - ~~(v)~~(vi) requiring the consumer to select between transformed and displaced initial or further transformed images; and
 - ~~(vi)~~(vii) optionally repeating steps ~~(iv)~~ and ~~(v)~~ and (vi) till the consumer chooses an optimal transformation.

Claim 6 (currently amended): A kit for displaying a consumer's skin image and transforming the image into consumer-defined composite attributes, the kit comprising:

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- (a) a camera for obtaining an initial image of the consumer's skin or hair;
 - (b) a screen for receiving and displaying the initial image;
 - (c) a memory program for transforming the ~~displayed~~ initial image in a manner reflecting an effect achievable by application over a period of time of a cosmetic product and for displaying the transformed image in ~~close~~ close relationship to the non-transformed initial image, the memory program being based upon an assessment from an expert grader study which has calculated consumer perceivable skin attributes conducted on panelists with no treatment/product use.

Claim 7 (currently amended): A method for identifying progress of a cosmetic product treatment affect upon a consumer, the affect being personal to that consumer, the method comprising:

- (i) selecting a cosmetic product for trial on the consumer's body and identifying a body feature being observed over a period of time;
- (ii) capturing an initial image of the body feature;
- (iii) displaying the initial image on a monitor;
- (iv) providing an assessment of the initial image based on results of an expert grader study which has calculated consumer perceivable skin attributes on panelists with no treatment/product use;
- (v) digitally transforming in a manner reflecting the effect of a recommended cosmetic over a period of time, based upon the assessment, of a property of the body feature of the consumer selected from color, sags, wrinkles, texture, radiance and combinations thereof, and displaying the transformed image tiled beside the initial image;

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- (iv)(vi) capturing a further image of the body feature at a later time after the product has been applied by the consumer;
 - (v)(vii) allowing the consumer to compare results between the captured initial, digitally transformed, and later time captured images; and
 - ~~(vi) optionally digitally transforming the captured image of step (ii) in conformance with a predicted affect of the cosmetic product and displaying the digitally transformed image thereby allowing comparison to the later time captured image representing an actual cosmetic product treated body feature as obtained from step (iv).~~

Claim 8 (new): The method according to claim 1 wherein capturing step (ii) is performed by use of a digital camera and wherein the captured image is transmitted via Internet.

Claim 9 (new): The method according to claim 5 wherein capturing step (ii) is performed by use of a digital camera and wherein the captured image is transmitted via Internet.

Claim 10 (new): The method according to claim 7 wherein capturing step (ii) is performed by use of a digital camera and wherein the captured image is transmitted via Internet.

Claim 11 (new): The method according to claim 1 wherein more than one transformed image is placed on a screen with the displayed initial image.

Claim 12 (new): The method according to claim 5 wherein more than one transformed image is placed on a screen with the displayed initial image.

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